

ORDER

Orders
Order / Rev: 104405
Alt Order #: 06832084
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 07/18/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Holler, Dean for U.S. Senate *Revised*
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	76	\$44,275.00	\$37,633.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	76	\$44,275.00	\$37,633.75	0.00
Totals	76	\$44,275.00	\$37,633.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$44,275.00
Market	100%	\$152,672.41

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,694.83
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,481.03
KTUD	1%	\$1,526.72
KVVU	24%	\$36,641.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,053.45

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 5-6a WakeUp w/WagM	5-6a		--W-F--	:30	6	\$300.002		0.00	NM	2	\$600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	--W-F--		2		\$300.00		0.00					

Advertiser:	Heller, Dean for U.S. Senate
Product Desc:	HELLER FOR SENATE
Estimate:	

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--W-F--	:30	6	\$300.002		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--		2				\$300.00		0.00			
E 2	KSNV	10/22/12	10/23/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.002		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----		2				\$300.00		0.00			
E 3	KSNV	10/22/12	10/23/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	4	\$450.002		0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1				\$450.00		0.00			
E 4	KSNV	10/17/12	10/19/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W-F--	:30	6	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--		2				\$450.00		0.00			
E 5	KSNV	10/17/12	10/19/12	Today Show Today Show	CM	658a-9am	--WT---	:30	6	\$600.002		0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WT---		2				\$600.00		0.00			
E 6	KSNV	10/22/12	10/23/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$600.002		0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1				\$600.00		0.00			
E 7	KSNV	10/22/12	10/23/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	-T-----	:30	1	\$275.002		0.00	NM	0	\$0.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1				\$275.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/22/12-10/28/12	M-F Today Show II 3rd Hr		9-10a	-T-----	:30		(\$275.00)		0.00	NM		
	Unresolved														
	[.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
E 8	KSNV	10/17/12	10/19/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	--WT---	:30	2	\$275.002		0.00	NM	1	\$275.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WT---		2				\$275.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KSNV	10/15/12-10/21/12	M-F Today Show II 3rd Hr		9-10a	--WTh-----	:30		(\$275.00)		0.00	NM		
	Unresolved														
	[.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
E 9	KSNV	10/17/12	10/19/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	---T---	:30	1	\$225.002		0.00	NM	1	\$225.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1				\$225.00		0.00			
E 10	KSNV	10/22/12	10/23/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----		2				\$225.00		0.00			
E 11	KSNV	10/22/12	10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$225.002		0.00	NM	1	\$225.00
RR															

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSNV	10/22/12	10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$225.002		0.00	NM	1	\$225.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----			1		\$225.00	0.00					
E 12	KSNV	10/17/12	10/19/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WT---	:30	2	\$225.002		0.00	NM	0	\$0.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WT---			2		\$225.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/15/12-10/21/12		Rachael Ray		11am-12pm	--WTh-----	:30	(\$225.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/15/12-10/21/12		Rachael Ray		11am-12pm	--WTh-----	:30	(\$225.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 13	KSNV	10/17/12	10/19/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--			3		\$275.00	0.00					
E 14	KSNV	10/22/12	10/23/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$275.002		0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-T-----			1		\$275.00	0.00					
E 15	KSNV	10/22/12	10/23/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.002		0.00	NM	1	\$225.00
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-T-----			1		\$225.00	0.00					
E 16	KSNV	10/17/12	10/19/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--			3		\$225.00	0.00					
E 17	KSNV	10/17/12	10/19/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	2	\$275.002		0.00	NM	2	\$550.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--			2		\$275.00	0.00					
E 18	KSNV	10/22/12	10/23/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M-----	:30	1	\$275.002		0.00	NM	0	\$0.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----			1		\$275.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/22/12-10/28/12		Days of our Lives		1258p-2pm	M-----	:30	(\$275.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 19	KSNV	10/22/12	10/23/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----			2		\$225.00	0.00					
E 20	KSNV	10/17/12	10/19/12	The Doctors The Doctors	CM	2pm-3pm	--WT---	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	--WT---			2		\$225.00	0.00					

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Advertiser: Heller, Dean for U.S. Senate
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Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KSNV	10/17/12	10/19/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	2	\$300.002		0.00	NM	2	\$600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	--WTF--			2			\$300.00			0.00			
E 22	KSNV	10/22/12	10/23/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/22/12	10/28/12	MT-----			2			\$300.00			0.00			
E 23	KSNV	10/22/12	10/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/22/12	10/28/12	MT-----			2			\$450.00			0.00			
E 24	KSNV	10/17/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	--WTF--			2			\$450.00			0.00			
E 25	KSNV	10/17/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	--WTF--			3			\$450.00			0.00			
E 26	KSNV	10/22/12	10/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$450.002		0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/22/12	10/28/12	M-----			1			\$450.00			0.00			
E 27	KSNV	10/22/12	10/23/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$900.002		0.00	NM	2	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/22/12	10/28/12	MT-----			2			\$900.00			0.00			
E 28	KSNV	10/17/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	2	\$900.002		0.00	NM	2	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	--WTF--			2			\$900.00			0.00			
E 29	KSNV	10/17/12	10/19/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WT---	:30	2	\$750.002		0.00	NM	2	\$1,500.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	--WT---			2			\$750.00			0.00			
E 30	KSNV	10/22/12	10/23/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$750.002		0.00	NM	1	\$750.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/22/12	10/28/12	MT-----			2			\$750.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		M-F Jeopardy		630-7pm	MT-----	:30		(\$750.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/22/12-10/28/12		M-F Jeopardy		630-7pm	MT-----	:30		(\$750.00)		0.00	NM		
See MG 30.3															
[na debates]															
3	KSNV	10/22/12-10/22/12		Jeopardy in PRIME		M-SA 8-11p / SU	M-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 30.2 10/22															
[INV CODE]															
E 31	KSNV	10/22/12	10/23/12		CM	7-730pm	M-----	:30	2	\$750.002		0.00	NM	1	\$750.00

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M-F Wheel M-F Wheel of Fortune WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$750.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/22/12-10/28/12 M-F Wheel 7-730pm MT----- :30 (\$750.00) 0.00 NM See MG 31.3 [na debates] 3 KSNV 10/22/12-10/22/12 Wheel of Fortune in PRIME M-SA 8-11p / SU M----- :30 \$750.00 0.00 NM Ⓜ MG for 31.1 10/22 [INV CODE]															
E 32	KSNV	10/17/12	10/19/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$750.002		0.00	NM	2	\$1,500.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$750.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KSNV 10/15/12-10/21/12 M-F Wheel 7-730pm --WThF---- :30 (\$750.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 33	KSNV	10/17/12	10/19/12	FacetoFace/Ralston Report Face to Face w/ J.Ralston	CM	730-758pm	--W-F--	:30	2	\$450.002		0.00	NM	2	\$900.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 --W-F-- 2 \$450.00 0.00															
E 34	KSNV	10/22/12	10/23/12	FacetoFace/Ralston Report Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MT----- 2 \$450.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/22/12-10/28/12 FacetoFace/Ralston Report 730-758pm MT----- :30 (\$450.00) 0.00 NM See MG 34.3 [PGM CHG = NBC DEBATE] 3 KSNV 10/22/12-10/22/12 RALSTON in PRIME 8-11pm M----- :30 \$450.00 0.00 NM Ⓜ MG for 34.1 10/22 [INV CODE]															
E 35	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----T---	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 1 \$775.00 0.00															
E 36	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$775.00 0.00															
E 37	KSNV	10/22/12	10/23/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.002		0.00	NM	0	\$0.00
TON SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MT----- 2 \$275.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a MT----- :30 (\$275.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a MT----- :30 (\$275.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 38	KSNV	10/17/12	10/19/12	The Tonight Show	CM	1135p-1237a	--W-F--	:30	2	\$275.002		0.00	NM	1	\$275.00

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code Tonight Show	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	--W-F--			2		\$275.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/15/12-10/21/12	The Tonight Show			1135p-1237a	--W--F----	:30		(\$275.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 40	KSNV	10/18/12	10/18/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$2,100.00		0.00	NM	1	\$2,100.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	---T---			1		\$2,100.00		0.00					
E 42	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00		0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----SS			2		\$750.00		0.00					
E 43	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00		0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S-			1		\$225.00		0.00					
E 44	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00		0.00	NM	1	\$325.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S-			1		\$325.00		0.00					
E 45	KSNV	10/20/12	10/20/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.00		0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S-			1		\$300.00		0.00					
E 46	KSNV	10/20/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$450.00		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S-			2		\$450.00		0.00					
E 47	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Whee WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$375.00		0.00	NM	1	\$375.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S-			1		\$375.00		0.00					
E 48	KSNV	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00		0.00	NM	1	\$750.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S-			1		\$750.00		0.00					
E 51	KSNV	10/21/12	10/21/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00		0.00	NM	1	\$1,900.00
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S			1		\$1,900.00		0.00					
E 52	KSNV	10/21/12	10/21/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$250.00		0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S			1		\$250.00		0.00					
E 53	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$375.00		0.00	NM	1	\$375.00
CM															

Order / Rev: 104405
 Alt Order #: 06832084
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 53	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM CM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$375.00		0.00				
E 54	KSNV	10/21/12	10/21/12	NFL Pre-Game / FNA CM NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$1,600.00		0.00				
E 55	KSNV	10/21/12	10/21/12	NFL Football CM NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
SNFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$8,000.00		0.00				
N 58	KSNV	10/18/12	10/21/12	Wake Up Early w/ Wagner CM Wake Up Early Wagners	CM	430a-5a	---T---S	:30	2	\$100.00	2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---S			2		\$100.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/15/12-10/21/12	Wake Up Early w/ Wagners				430a-5a	---Th---Su	:30	(\$100.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
N 59	KSNV	10/21/12	10/21/12	LAW & ORDER (LF) CM Law & Order (LF)	CM	Sat 1-2am / Sun 1:--	-----S	:30	1	\$45.00	3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$45.00		0.00				
N 60	KSNV	10/18/12	10/19/12	Today-AN CM Today-AN	CM	205a-304a	---TF--	:30	1	\$30.00	4	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--			1		\$30.00		0.00				
													Totals	76	\$44,275.00